

AMENDMENTS TO THE CLAIMS

1-191. (Cancelled)

192. (New) A commercial system comprising:
a first plurality of credit confidential data collection units, each collecting confidential credit data regarding a second plurality of individual entities; and
at least one credit confidential data receiver, receiving credit confidential data from ones of said first plurality of confidential data collection units regarding ones of said second plurality of individual entities and for directing offers to said ones of said second plurality of individual entities based on said credit confidential data specific to each of said ones.

193. (New) A commercial system according to claim 192 and wherein said at least one credit confidential data receiver receives said credit confidential data only following completion of a privacy waiver.

194. (New) A commercial system according to claim 192 and also comprising an automatic targeted advertising functionality for targeting said at least one credit confidential data receiver in accordance with at least one characteristic thereof.

195. (New) A commercial system according to claim 192 and also comprising an individual entity interface enabling individual ones of said second plurality of individual entities to obtain access to confidential data relating to themselves, said individual entity interface including an individual entity annotation input functionality, enabling individual ones of said second plurality of individual entities to enter annotations to said confidential data relating to themselves, said individual entity annotation input functionality enabling individual ones of said second plurality of individual entities to store information relating to themselves, which information may be made available together with said confidential data.

196. (New) A confidential information sharing system comprising:

a first plurality of data collection units, each collecting confidential data regarding a second plurality of individual entities;

a third plurality of data consumer units which intermittently require confidential data collected by ones of said first plurality of data collection units regarding ones of said second plurality of individual entities; and

at least one confidential data sharing interface, responsive to a requirement from one of said third plurality of data consumer units for confidential data from one of said first plurality of data collection units regarding one of said second plurality of individual entities, to pull confidential data from an appropriate one of said first plurality of data collection units regarding a specific individual entity.

197. (New) A confidential information sharing system according to claim 196 and wherein said at least one confidential data sharing interface comprises payment functionality including functionality for processing payments to said first plurality of confidential data collection units in respect of confidential data collected therefrom.

198. (New) A confidential information sharing system according to claim 196 and wherein said at least one confidential data sharing interface includes a cash payment functionality.

199. (New) A confidential information sharing system according to claim 196 and wherein said at least one confidential data sharing interface includes a barter functionality.

200. (New) A confidential information sharing system according to claim 196 and wherein said at least one confidential data sharing interface includes advertising functionality.

201. (New) A confidential information sharing system according to claim 200 and wherein said advertising functionality includes automatic targeted advertising functionality for targeting ones of said third plurality of confidential data consumer units in accordance with at least one characteristic thereof.

202. (New) A method for sharing confidential information comprising:
collecting confidential data regarding a first plurality of individual entities from a second plurality of data collection units;
storing said confidential data; and
sharing said confidential data, via at least one confidential data sharing interface, said sharing comprising:
receiving a request, from one of a third plurality of data consumer units, for individual entity specific confidential data regarding one of said first plurality of individual entities from at least one of said second plurality of data collection units;
collecting said individual entity specific confidential data from appropriate ones of said second plurality of data collection units; and
transmitting said individual entity specific confidential data to said one data consumer unit.

203. (New) A method for sharing confidential information according to claim 202 and wherein said sharing also comprises processing payments to said second plurality of confidential data collection units in respect of confidential data collected therefrom.

204. (New) A method for sharing confidential information according to claim 202 and wherein said sharing also includes transmitting information relating to an individual entity classification based on automatic profiling based on said confidential data.

205. (New) A method for sharing confidential information according to claim 202 and wherein said sharing includes sharing via a distributed network including remote databases as well as segmented databases.